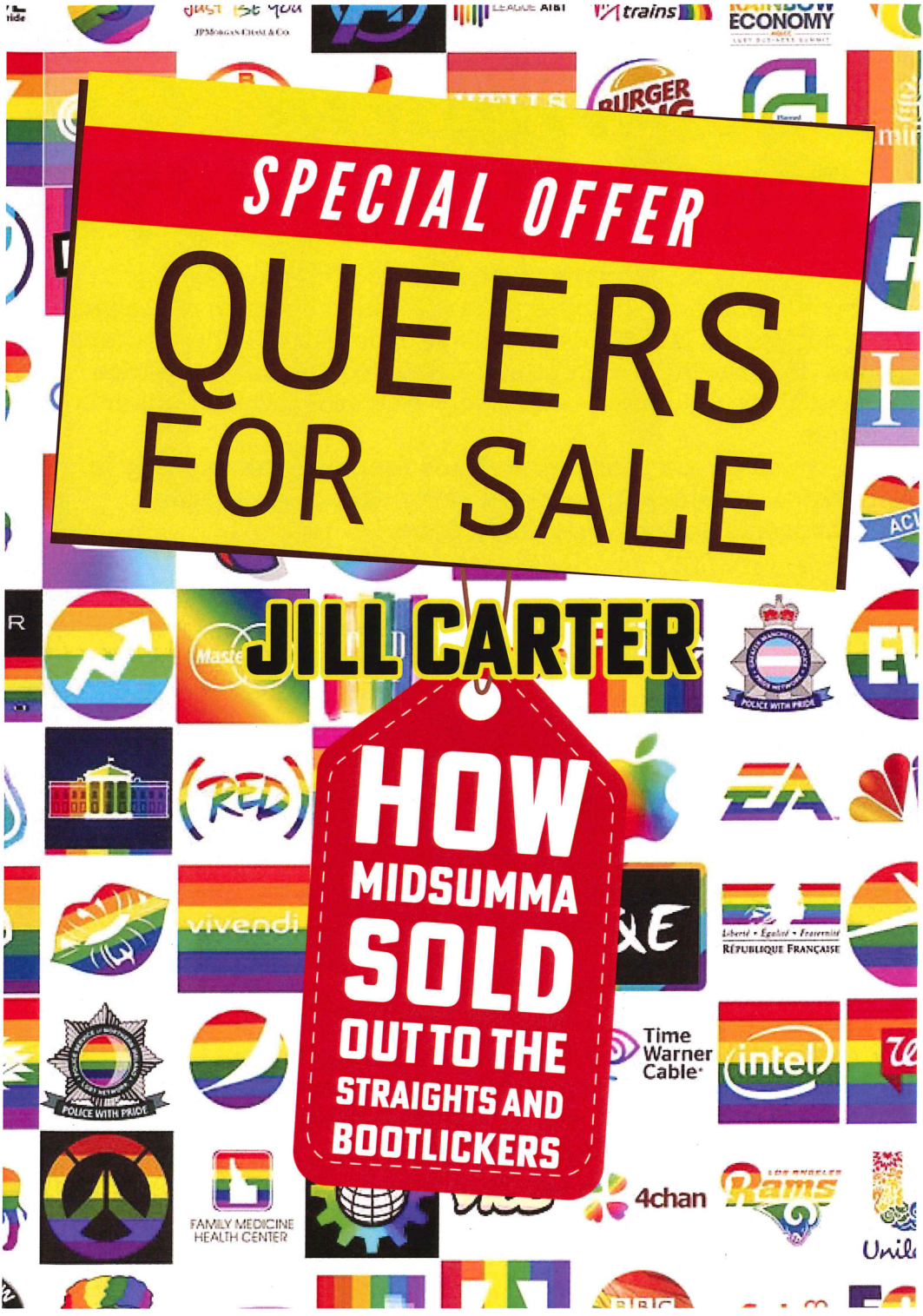

SPECIAL OFFER
QUEERS FOR SALE
JILL CARTER
HOW MIDSUMMA SOLD OUT TO THE STRAIGHTS AND BOOTLICKERS

# WHAT IS PINKWASHING???

Pinkwashing or rainbow-washing is a practice used by corporations or political entities to make themselves appear supportive of LGBTQIA+ issues and/or rights, when in fact they do very little or nothing for the community. In some cases, they may even be actively harmful towards queer people.
Corporations and political entities employ pinkwashing to increase profits, gain political favor and cover up any unfavorable actions they have done.

Two of Midsumma's Major Partners are Woolworths Group and Amazon, both of which are companies that are actively harmful to queer rights and human rights in general.

Woolworths Group

Woolworths group are well known for their price-gouging practices. This negatively affects all its customers, but especially those on a low income. According to Equality Australia, LGBTQIA+ people experienced higher rates of unemployment compared to national average, both before and after COVID-19. The current rate is 12.7% and 20% for trans and gender diverse people.

amazon

In Novermber 2023, a 20-yr old Amazon warehouse worker in Indiana was killed on the job and Amazon was fined a pitiful $7000, an amount which they are contesting. Not only have Amazon recently cancelled their hit queer show, "A League of Their Own", their labor practices are outright dangerous and cruel. The company has warehouse injury rates 5x higher than their competitors, and dozens of Osha violations across the US.

# "RAINBOW LABOR"
# ALL FILTER, NO SUBSTANCE

"Rainbow Labor" is a group within the Labor party which allegedly supports LGBTQIA+ rights. They are welcomed with open arms to march at the Midsumma pride parade every year.

Their enthusiastic inclusion by Midsumma this year was especially egregious given that Labor has rolled back their already lukewarm LGBTQIA+ policy.

In 2021, it read as such: [Commitment to] "strengthen laws and expand initiatives against discrimination, vilification and harassment on the basis of sexual orientation, gender identity or sex characteristics"

In June 2023, it was changed to "Labor will work closely with LGBTQ+ Australians and advocates to develop policy that meets the specific needs of the community to ensure equality with broader Australian society"

This year at Midsumma, Rainbow Labor's stall was interrupted by a small group who were protesting Labor's complicity in the 'israeli' genocide of Palestinian people and occupation of their lands. They were targeted along with VicPol's stall. Midsumma CEO Karen Byrant said of the interruption: "Midsumma is deeply disappointed by the disturbing activity exhibited by a small group of individuals at the Midsumma Carnival."

***NONE OF US ARE FREE UNTIL ALL OF US ARE FREE***

# LICKING THE BOOT THAT STOMPS

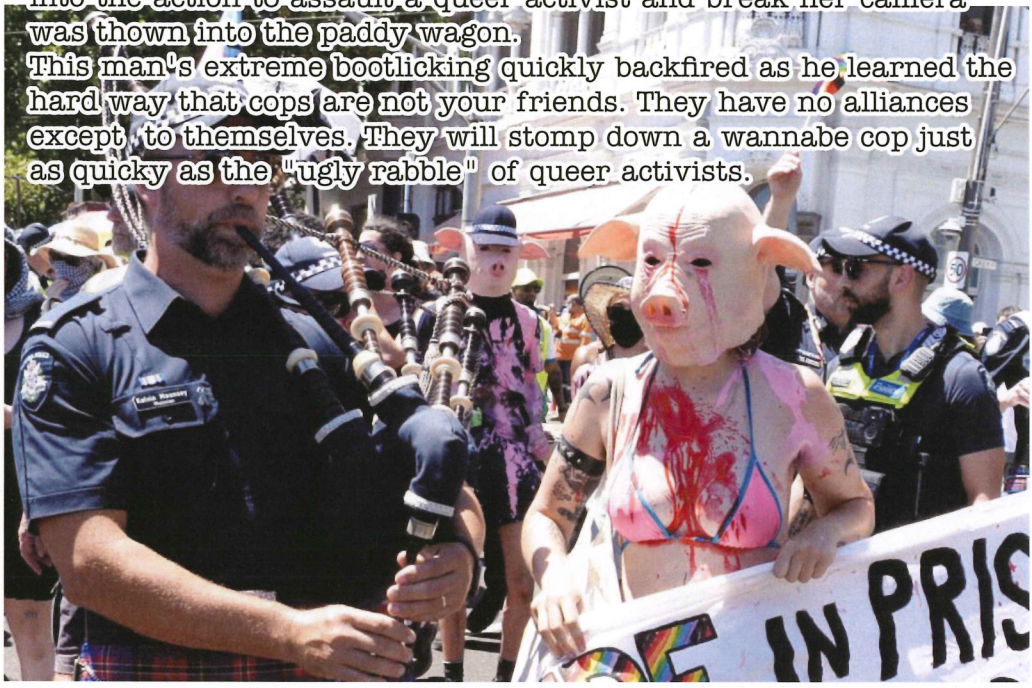
At Midsumma Pride Parade 2024, a group of queer activists jumped in front of the Victoria Police wave. This protest has occured in several previous years and has been a peaceful demonstration against the inclusion of VicPol at Pride.

This year, the protest soon turned violent as both police officers and Midsumma staff grabbed and shoved the queer activists. The cop's behavior only further demonstrated the point of the protest as both trans folks and people of colour were targeted and subjected to the brunt of police brutality.

Many of the onlookers, presumably queer in majority, were cheering and applauding the police. Some even ran into the action in an attempt to help the cops.

Contrary to what "top cop" Shane Patton implied to the press, none of the protesters were arrested. However, a man who ran into the action to assault a queer activist and break her camera was thown into the paddy wagon.

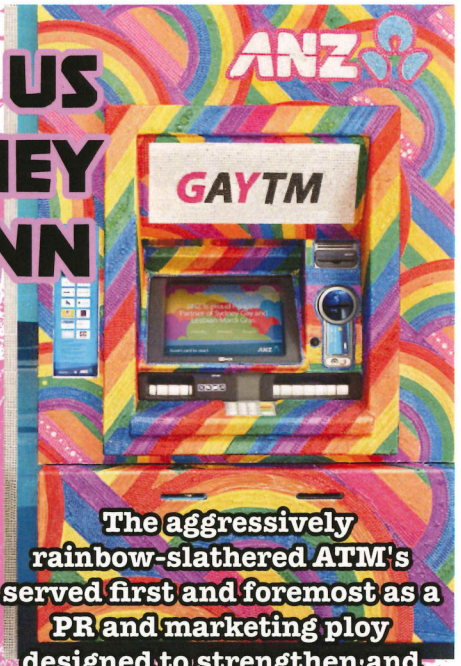
This man's extreme bootlicking quickly backfired as he learned the hard way that cops are not your friends. They have no alliances except to themselves. They will stomp down a wannabe cop just as quicky as the "ugly rabble" of queer activists.



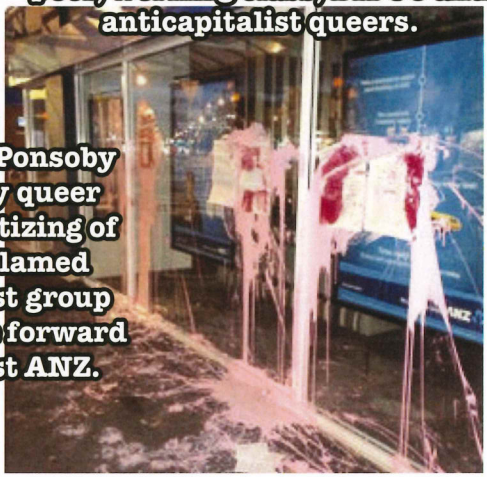
# YAAASSS, GIVE US ALL YOUR MONEY QWUEEEEENNNN

One of the most blatant examples of pinkwashing was ANZ's "gaytm" campaign. It ran during Mardi Gras between 2014 and 2018. At this time, the same-sex marriage was being heavily debated and campaigned for, until it was finally made legal in 2017.

Some of the ATMs and the ANZ Ponsoby NZ branch were redecorated by queer activists who opposed the monetizing of their identity. Initially, ANZ blamed homophobic people until activist group "Queers Against Injustice" came forward to make their statement against ANZ.




The aggressively rainbow-slathered ATM's served first and foremost as a PR and marketing ploy designed to strengthen and increase the bank's customer base. By literally rainbow-washing this machine which represents capitalism, bank profits and classism, it is a patronizing insult to the queer history that was made by and continues to be written by poor, working class, BIPOC and anticapitalist queers.



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# MIDSUMMA HAS ALWAYS BEEN ABOUT PROFIT, NOT PRIDE

During the 1980's HIV/AIDS crisis, the Victorian AIDS council were trying to set up a street party in St Kilda similar to Mardi Gras to improve morale of the community. The proposal was blocked by several gay business owners as they thought it would be bad for their profits and image. In 1988, the Gay Business Association finally agreed to allow the party and to create the Midsumma Festival. Not only has the festival always been for businesses, its not meant to be much about pride at all.

According to Midsumma CEO, Karen Bryant, what separates Midsumma from Sydney's Gay and Lesbian Mardi Gras is that Midsumma isn't primarily a Pride event.

It wasn't until 1996 that the first ever Pride March in Naarm/Melbourne was held, lagging almost 2 decades behind the first Gadigal/Sydney march in 1978. Many of Naarm's gay movement leaders (read: business owners) argued that the community wasn't out enough as "flamboyant Sydney". Despite these worries, the inagural Naarm Pride March was scrambled together in just 12 weeks, and was a huge success.

Naarm's pride march history is poorly documented, with very little information about it available online. This speaks to several issues within the community; the vast overshadowing of "flamboyant Sydney", the capitalistic focus of the march, and perhaps some less than favourable moments that Naarm queers would rather forget.

WE ACHIEVED SAME-SEX MARRIAGE IN 2017, SO WE HAVE EQUALITY NOW. TIME TO PACK UP SHOP!!!
Luna Park